



www.Fox8.com

And:

Strategic Media Placement
7669 Staggers Loop
Delaware, OH 43015

CONTRACT

WJW
5800 S. Marginal Rd
Cleveland, OH 44103
(216)431-8888

| | | |
|---|------------------------------------|---|
| Contract / Revision 585201 / | | Alt Order # |
| Product Oct 23-Nov 6 | | |
| Contract Dates 10/23/12 - 11/06/12 | Estimate # 3010 | |
| Advertiser Mandel/R/US Senate-Kennedy/R/OH Supreme | | Original Date / Revision 10/22/12 / 10/22/12 |
| Billing Cycle EOM/EOC | Billing Calendar Broadcast | Cash/Trade Cash |
| Station WJW | Account Executive John Zarlenga | Sales Office Cleveland |
| Special Handling | | |
| Demographic Adults 25-54 | | |
| IDB# | Advertiser Code | Product Code |
| Agency Ref | | Advertiser Ref |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Totals Spots Amount | |
|--------|----|-------------------|-----------------|---------------------------|-----------------|------|--------|-------------------|-------------|------|------------------------|-------------|
| N 1 | 8 | 10/23/12 | 11/06/12 | M-F 6a-7a | 6a-7a Rotator | | :30 | | | NM | 10 | \$19,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -TWTF-- | | | | 4 | \$1,900.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | 4 | \$1,900.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | MT----- | | | | 2 | \$1,900.00 | | | |
| N 2 | 8 | 10/23/12 | 11/04/12 | Fox 8 News Su 9a-10a | Su 9a-10a | | :30 | | | NM | 2 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -----S | | | | 1 | \$450.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -----S | | | | 1 | \$450.00 | | | |
| N 3 | 8 | 10/23/12 | 11/06/12 | M-F 6p-7p News | 6p-7p News | | :30 | | | NM | 6 | \$18,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --WTF-- | | | | 2 | \$3,000.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | M-W-F-- | | | | 3 | \$3,000.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$3,000.00 | | | |
| N 4 | 8 | 10/23/12 | 11/06/12 | Late News Rotator | 10p-11p Rotator | | :30 | | | NM | 8 | \$20,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | -TWT--S | | | | 3 | \$2,600.00 | | | |
| Week: | | 10/29/12 | 11/04/12 | -T-TF-S | | | | 4 | \$2,600.00 | | | |
| Week: | | 11/05/12 | 11/11/12 | M----- | | | | 1 | \$2,600.00 | | | |
| N 5 | 8 | 10/24/12 | 10/28/12 | M-Su 1a-2a LN Repeat Only | LN Repeat Only | | :30 | | | NM | 1 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 10/22/12 | 10/28/12 | --WTFSS | | | | 1 | \$100.00 | | | |
| Totals | | | | | | | | | | | 27 | \$58,800.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|--------------------|------------|--------------|-------------|
| 10/01/12 -10/28/12 | 11 | \$21,950.00 | \$18,657.50 |
| 10/29/12 -11/06/12 | 16 | \$36,850.00 | \$31,322.50 |
| Totals | 27 | \$58,800.00 | \$49,980.00 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions. printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



MANDEL KENNEDY SPLIT

Revision #: 0 Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT

Media: TV

Product: SPLIT

Market: Cleveland

Estimate: 3010

Description: OH MANDEL KENNEDY SPLIT OCT 23-NOV

Flight Start Date: 10/23/12 5:00:00 AM

Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

| Line No | Daypart Program | Daypart Code | STN | | Days Dur | Days | | | | | | | | | | | | | | Total Spots: | | |
|---------|---|--------------|------------|------------|----------|------|-----|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|--------------|----------|----------|
| | | | Gross | Net | | STN | STN | Tue 10/23 | Wed 10/24 | Thu 10/25 | Fri 10/26 | Sat 10/27 | Sun 10/28 | Mon 10/29 | Tue 10/30 | Wed 10/31 | Thu 11/1 | Fri 11/2 | Sat 11/3 | | Sun 11/4 | Mon 11/5 |
| WJW-TV | | | | | | | | | | | | | | | | | | | | | | |
| 25 | MTuWThF 6:00a-7:00a FOX8-NWS-MORNG< | EM | \$1,900.00 | \$1,615.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |
| 26 | Su 9:00a-10:00a FOX NWS SUNDAY | WK | \$350.00 | \$297.50 | 30 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| 27 | MTuWThF 6:00p-7:00p FOX8-NWS-6PM< | EN | \$2,200.00 | \$1,870.00 | 30 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 |
| 28 | MTuWThFSaSu 10:00p-11:00p FOX8-NWS-10PM< | RT | \$2,600.00 | \$2,210.00 | 30 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 1 |
| | | | | | | 3 | 3 | 3 | 2 | 0 | 2 | 2 | 1 | 2 | 1 | 3 | 0 | 2 | 3 | | | |



MANDEL KENNEDY SPLIT

Revision #: 0 Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT Estimate: 3010
Media: TV Description: OH MANDEL KENNEDY SPLIT OCT 23-NOV
Product: SPLIT Flight Start Date: 10/23/12 5:00:00 AM
Market: Cleveland Flight End Date: 11/6/12 4:59:00 AM

Separation between spots: 10

Revision Comments:

| Line No | Daypart Program | Daypart Code | STN | | Days | | Total Spots |
|-------------|---|--------------|--------------|-------------|-------------|----------|-------------|
| | | | Gross | Net | Dur | Tue 11/6 | |
| WJW-TV | | | | | | | |
| 25 | MTuWThF 6:00a-7:00a FOX8-NWS-MORNG< | EM | \$1,900.00 | \$1,615.00 | 30 | 1 | 9 |
| 26 | Su 9:00a-10:00a FOX NWS SUNDAY | WK | \$350.00 | \$297.50 | 30 | 0 | 2 |
| 27 | MTuWThF 6:00p-7:00p FOX8-NWS-6PM< | EN | \$2,200.00 | \$1,870.00 | 30 | 0 | 8 |
| 28 | MTuWThFSaSu 10:00p-11:00p FOX8-NWS-10PM< | RT | \$2,600.00 | \$2,210.00 | 30 | 0 | 9 |
| | | | Total Spots: | | 1 | | 28 |
| Total Cost: | | | \$58,800.00 | \$49,980.00 | | | |
| Total | | | | | | | |
| | | | OCT 12 | \$27,150.00 | \$23,077.50 | | 13 |
| | | | NOV 12 | \$31,650.00 | \$26,902.50 | | 15 |
| Signature: | | | | | | | |

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/21/2012

Client: OH MANDEL KENNEDY SPLIT **Estimate:** 3010
Media: TV **Description:** OH MANDEL KENNEDY SPLIT OCT 23-NOV
Product: SPLIT **Flight Start Date:** 10/23/12 5:00:00 AM
Market: Cleveland **Flight End Date:** 11/6/12 4:59:00 AM

Separation between spots: 10

| Station | Total Spots | STN Gross | PCT | STN Net | PCT |
|---------------|-------------|-------------|------|-------------|------|
| WJW-TV | 28 | \$58,800.00 | 100% | \$49,980.00 | 100% |
| Market Total: | 28 | \$58,800.00 | | \$49,980.00 | |

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, KEGAN BERAN / WHITNEY EVERSOLE,
 being/on behalf of: JOSH MANDEL, a legally
 qualified candidate of the REPUBLICAN political
 party for the office of: UNITED STATES SENATE
 in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

CITIZENS FOR JOSH MANDEL INC 50 WEST BROAD ST #1900 COLUMBUS, OH 43215

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

KATHRYN D KESSLER

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/29/11

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

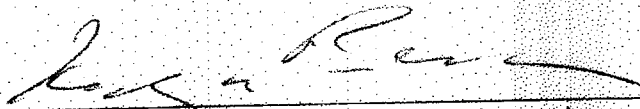
☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

KEGAN BERAN

printed name

4/16/12

date

AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF
CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

**AGREEMENT FORM FOR
POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|------------------------------|--------------|
| Station and Location: | Date: |
|------------------------------|--------------|

I, STRATEGIC MEDIA PLACEMENT

being/on behalf of: SHARON KENNEDY - Paid for by KENNEDY FOR OHIO, a legally

qualified candidate of the REPUBLICAN political

party for the office of: JUSTICE OF THE OHIO SUPREME COURT

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | | | | | |

| |
|-----------------------|
| Total Charges: |
|-----------------------|

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

KENNEDY FOR OHIO - 260 N. CASSADY AVE. COLUMBUS, OH. 43209

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SUE MARSHALL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/2/12

Date


Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title